



SFAC Presentation FY 2020

★ FRONTIER ★
FIESTA
STUDENT-LED ★ STUDENT-RUN
— EST. 1939 —

History - Timeline



**Frontier Fiesta
Established
1939**

**WWII
Hiatus
1942**



**Resumed
1947**

**University
Hiatus
1959**



**Resumed
1992**

**Bake Fiesta
Established
1996**



**80th Anniversary
2019**



OUR Mission Statement

Frontier Fiesta Association creates and executes the University of Houston's oldest and longest standing tradition. Our mission is to unite the student body, faculty, staff, alumni, and Houston community for a three-day western themed event. We strive to provide a low to no cost event to attendees, that embraces our diversity, strives for inclusivity, and provides a place where everyone can come together and feel like they belong.

Relationship with DSAES Strategic Initiatives



Student Success – Champion exceptional opportunities and services to support all UH Students.

Resources – Evaluate, actively pursue, and leverage resources to enhance the UH experience.

Partnerships – Forge and strengthen partnerships to expand our reach into the university and greater community.

OUR Values

- Involvement & Engagement
- Creativity & Innovation
- Diversity & Inclusion
- Scholarship





OUR Program's Success

Our Program's Success



- Themed Nights and Activities
 - Throwback Thursday & Latin Night
- Scholarship & General Funds Raised
 - \$1,810.18 & \$79,570.00
- Assistant Director Involvement
- Increased Participation
 - +3 departments, + 4 RSOs, +2 Alumni orgs



Our Program's Collaborations

Achieve
AISEC
Alpha Chi Omega
Alpha Sigma
Beta Theta Pi

Center for Diversity & Inclusion
Center for Fraternity & Sorority Life
Center for Student Involvement
Center for Student Media
Chi Omega
Children's Learning Centers
CoogTV
Cougar Water Polo
Council for Cultural Activities
Delta Gamma
Delta Upsilon
Delta Zeta
DSAES IT
Facilities Services

Frontier Fiesta Alumni Association
Global
Hallyu Club
Homecoming Board
Houston Hobbies Guild
Kappa Alpha
Kappa Delta Chi
Kappa Delta Pi
Korean Student Organization
Lambda Delta Psi
Latinos in Science and Engineering
LGBTQ Alumni Association
LGBTQ+ Resource Center
Metropolitan Volunteer Program
Non-Music Major Orchestra
Omega Delta Chi
Parking & Transportation Services
Phi Mu
Pi Kappa Phi

Pre-Physical Therapy Society
Sigma Beta Rho
Sigma Kappa
Sigma Lambda Gamma
Sigma Phi Epsilon
Sigma Pi
Student Centers
Student Government Association
Student Housing & Residential Life
Student Program Board
Tau Kappa Epsilon
TKE Alumni Association
Triangle
Urban Experience Program
Venezuelan Student Union
Vietnamese Student Association
WolffFest
Wushu
Zeta Tau Alpha

Our Program's Progress

- Inclusive Practices
 - Fiesta Royalty
- More Accurate Attendance & Data
 - Turnstiles and Swipe Stations
- Mentor & Alumni Involvement
 - Student Development





Assessment

619 Respondents

Data collected at Homecoming Fiesta

Performed survey to ascertain student knowledge of the event and activities they'd like to see at the event.

Q2. Have you heard of or been to Frontier Fiesta before?

Count	Percent		
241	38.93%		Yes, I have been
267	43.13%		Yes, I have heard of it, but have not been
111	17.93%		No, I haven't heard of it nor have I been
619	Respondents		

Q9. If you attended, how satisfied were you with the number of free to low cost activities available for you to participate in?

Count	Percent		
94	42.15%		Very satisfied
89	39.91%		Satisfied
33	14.80%		Neutral
5	2.24%		Dissatisfied
2	0.90%		Very dissatisfied
223	Respondents		



Assessment Continued...

Q5. If you attended, what did you like about past Frontier Fiesta events? Choose your top 3.

Count	Respondent %	Response %		
125	55.07%	28.09%		Amusement Rides
117	51.54%	26.29%		Carnival Booths
113	49.78%	25.39%		Concerts
29	12.78%	6.52%		Family Fun Day
33	14.54%	7.42%		Student Performances
28	12.33%	6.29%		Variety Shows
227	Respondents			
445	Responses			

Q7. What would you like to see at Frontier Fiesta 2018? (Choose your top 3.)

Count	Percent		
133	36.84%		Amusement Rides
63	17.45%		Carnival Booths
98	27.15%		Concerts
15	4.16%		Family Fun Day
22	6.09%		Student Performances
21	5.82%		Variety Shows
9	2.49%		Other (please specify)
361	Respondents		



Benchmarking

3-Day University or Fee-Funded Festivals/Events

Regionally – No four year institution has comparable festivals or events



- University of Texas



- Texas A&M



- Texas Tech



- Louisiana State University



- Oklahoma University



- Oklahoma State University

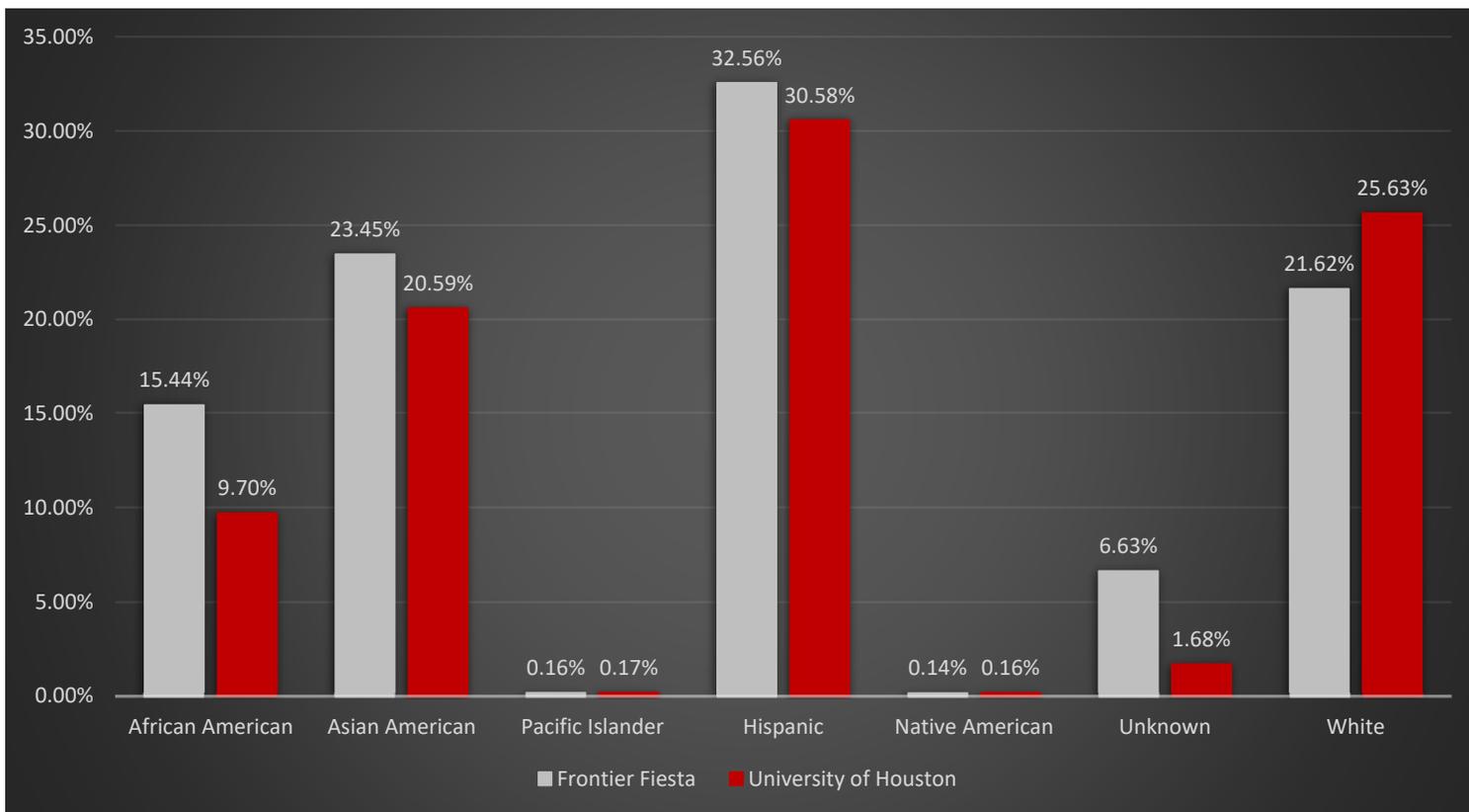
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By The Numbers

Attendance:	18,279
Corporate Sponsors:	8
Fee-Funded Units:	18
Registered Student Organizations:	40
Student Main Stage Performers:	13
Other Student Performers:	7
Enrolled Volunteers:	53
Enrolled Volunteer Hours:	749.5
Volunteer Hours Value:	\$18,647.68

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SFAC Recommendations



Charge a fee for non-students to generate additional revenue

Pursue creative, price-effective approaches to the carnival activities and entertainment options

Program Challenges

- TPAC Fees & Event Location
- External Funding
- Awareness of Activities
- Deepen/Further RSO Engagement





Frontier Fiesta w/o Requests

FY19 SFAC Base Budget

Operations:	\$19,832.62
Fencing & Restrooms:	\$33,579.63
Facilities Work Orders:	\$17,216.00
Safety & Security:	\$7,477.50
Productions:	\$0.00
Fiesta City Attractions:	\$0.00
Insurance:	\$14,357.25
Warehouse:	\$41,457.00
Student Stipend:	\$39,340.00
Total:	\$173,260.00





Frontier Fiesta w/ Requests

Expected FY19 SFAC Expenses

Operations:	\$193,358.43
Safety & Security	\$73,132.70
Productions:	\$65,116.07
Parking Fees:	\$40,293.39
Fiesta City Attractions:	\$41,340.00
Insurance:	\$14,357.25
Warehouse:	\$41,457.00
Student Stipend:	\$39,340.00
Total:	\$511,394.84



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Frontier Fiesta w/o One-Time Requests



Frontier Fiesta w/ One-Time Requests



One-Time Requests



Operations Essentials:

Main & Variety Show Stages -	\$26,301.00
Tents -	\$30,824.00
Power -	\$24,276.00
Seating & Equipment -	\$11,258.63
Labor & Delivery -	\$26,223.75
UH Admin Fee -	\$7,116.80
Total	\$125,730.18

One-Time Requests

Safety & Security Essentials:

UHPD -	\$42,104.50
Fire Marshalls -	\$2,887.50
Security -	\$16,946.87
UH Admin Fee -	\$3,716.33
Total	\$65,655.20



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One-Time Requests

Productions A/V Essentials:

Main Stage A/V -	\$24,953.25
Student Productions A/V -	\$18,375.00
Labor -	\$18,102.00
UH Admin Fee -	\$3,685.82
Total	\$65,116.07

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One-Time Requests

Parking Lot Rental -

Parking Lot Rental - \$27,222.63

LED Street Signage - \$5,465.00

PTS Lot Signage - \$525.00

Parking Lot Hole Filling - \$4,800.00

UH Admin Fee - \$2,280.76

Total \$40,293.39



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One-Time Requests

Fiesta City Attractions:

Amusement Rides -	\$25,000.00
Family Fun Day -	\$10,000.00
Novelties/Photos -	\$4,000.00
UH Admin Fee -	\$2,340.00
Total	\$41,340.00

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FIESTA

==== 2019 ====
MARCH 21 - 23

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WHERE YOU BELONG



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uh.edu/fiesta



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